



Agenda

CITY CLERK'S OFFICE

DATE 4/8/15 TIME 12:41pm

APPROVED BY Jennifer Romero

RECEIVED BY Alidia Hartwig

PARKS DIVISION
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING
THURSDAY April 16, 2015
MARTY SANCHEZ LINKS DE SANTA FE – ADMINISTRATION BUILDING
3:00 P.M. – 5:00 P.M.

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of previous minutes
March 19, 2014
5. Comments from Chairman – Maurice Bonal
6. Staff Reports
 - Administration – (Revenue and golf rounds summary for March 2015; Admin. updates)
 - Superintendent – (Golf course conditions update)
 - Marketing – (Advertising updates)
 - Pro-Shop – (2015 Tournament calendar updates)
 - The Links Bar & Grill – (Restaurant updates)
7. Matters from the Committee
8. Old Business
 - Review & approval of revisions to Advisory Committee Resolution
 - With consideration of the following recommendations:
 - “Grandfather” in current membership; however, reduce total membership to 5
 - Consider holding a quarterly meeting rather than monthly
9. New Business
10. Adjournment

Persons with disabilities in need of accommodations, contact the City Clerk’s office at 955-6520 five (5) working days prior to meeting date.

**Marty Sanchez Links de Santa Fe Golf
Summary**

ROUNDS of GOLF

Months	13/14 rds Actual	14/15rds Actual	over/ under/ LFY
July	5,648	5,477	(171)
august	5,506	5,493	(13)
sept	4,083	4,360	277
oct	3,402	3,424	22
nov	1,621	1,567	(54)
dec	206	735	529
jan	1,193	351	(842)
feb	1,495	1,160	(335)
march	2,255	2,433	178
april	2,632		
may	4,285		
june	5,200		
Totals rounds	37,526	25,000	(409)
# incl tourna.			-2%

LFY13/14 37,526 \$ 25,000 \$ 12,526

GREEN FEES REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/ under/ LFY
July	\$ 89,888	\$ 93,821	\$ 3,933
august	84,842	95,977	\$ 11,135
sept	60,201	74,715	\$ 14,514
oct	50,313	56,495	\$ 6,182
nov	26,290	28,734	\$ 2,444
dec	3,169	12,161	\$ 8,992
jan	18,134	6,245	\$ (11,890)
feb	22,753	20,252	\$ (2,501)
march	41,260	44,410	\$ 3,150
april	48,596		
may	73,772		
june	85,557		
internal deposits	728	630	\$ (98)
internal deposits	344	-	\$ (344)
internal deposits	-	-	\$ -
Totals	\$ 605,849	\$ 433,440	\$ 35,517
	\$0	\$0	9%
june	\$0	\$0	
LFY13/14	\$ 605,505	\$ 433,440	\$ 172,065

projections based on last fy13/14
FY14/15 budget totals

NOTE: March
Total Greens Fee Revenue:
Grns Fees = \$ 42,295.42
GRT total = \$ 2,114.77
Total Grns & GRT \$44,410.19
Internal Deposits by our office:
*SNOW DAYS TOTAL FOR: Mar
1

GOLF CART REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	\$ 52,153	\$ 55,457	\$ 3,304
august	54,043	56,752	\$ 2,709
sept	40,211	45,906	\$ 5,696
oct	31,143	35,096	\$ 3,953
nov	12,632	13,562	\$ 930
dec	1,305	5,878	\$ 4,573
jan	7,704	2,429	\$ (5,275)
feb	10,083	8,300	\$ (1,783)
march	16,920	19,320	\$ 2,400
april	21,946		
may	39,201		
june	52,893		
Totals	\$ 340,233	\$ 242,700	\$ 16,507
			7%
LFY 13/14	\$ 340,233	\$ 242,700	\$ 97,533

DRIVING RANGE REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	\$ 10,233	\$ 10,286	\$ 53
august	10,032	10,314	\$ 282
sept	6,889	7,287	\$ 397
oct	5,024	6,616	\$ 1,591
nov	2,013	3,199	\$ 1,186
dec	635	1,317	\$ 683
jan	1,782	1,282	\$ (500)
feb	2,908	2,539	\$ (369)
march	3,355	4,912	\$ 1,557
april	5,055		
may	7,272		
june	7,482		
Totals	\$ 62,680	\$ 47,752	\$ 14,928
			11%
LFY 13/14	\$ 62,680	\$ 47,752	\$ 14,928

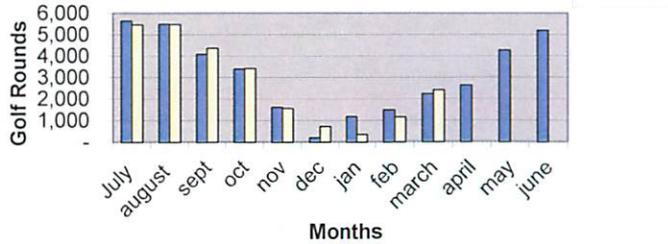
PRO-SHOP REVENUE (gross)

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	\$ 24,476	\$ 31,608	\$ 7,132
august	23,899	32,274	\$ 8,375
sept	21,119	24,481	\$ 3,362
oct	21,973	21,645	\$ (328)
nov	9,177	16,333	\$ 7,156
dec	5,337	9,772	\$ 4,436
jan	6,627	5,703	\$ (923)
feb	10,399	7,988	\$ (2,410)
march	17,916	14,786	\$ (3,130)
april	15,762		
may	24,111		
june	25,459		
Totals	\$ 206,252	\$ 164,591	\$ 23,670
			17%
LFY 13/14	\$ 206,252	\$ 164,591	\$ 41,661

GOLF TOURNAMENT REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	\$ -	\$ 3,635	\$ 3,635
august	495	2,695	\$ 2,200
sept	4,855	3,552	\$ (1,303)
oct	2,389	4,674	\$ 2,286
nov	-	-	\$ -
dec	-	800	\$ 800
jan	-	-	\$ -
feb	-	-	\$ -
march	28	-	\$ 28
april	-	-	\$ -
may	3,145	-	\$ 3,145
june	10,947	-	\$ 10,947
Totals	\$ 21,858	\$ 15,356	\$ 7,617
			98%
LFY 13/14	\$ 21,858	\$ 15,356	\$ 6,502

Golf rounds comparison



**Punch Pass Purchase
Comparison**

FY 13/14 FY 14/15

5-Round PP Purchase	Qty. Sold	\$ Value	Qty. Sold	\$ Value
July			1	119.05
August	1	115	1	119.05
September			1	119.05
October	1	115	1	119.05
November				
December			1	119.05
January			3	357.15
February				
March			2	238.1
April				
May	1	119.05		
June	2	238.1		
Total	5	\$587.15	10	\$1,190.50

10-Round PP Purchase

July	1	220	1	214.29
August			1	214.29
September				
October	1	220	1	214.29
November	1	220		
December				
January				
February			1	214.29
March	1	214.29	3	642.87
April	4	857.16		
May				
June	1	214.29		
Total	9	\$1,945.74	7	\$1,500.03

20-Round PP Purchase

July				
August	2	840	2	809.52
September				
October			1	404.76
November				
December				
January				
February				
March				
April				
May				
June		809.52		
Total	2	\$1,649.52	3	\$1,214.28

30-Round PP Purchase

July	3	1800	3	1814.28
August	1	600	2	1209.52
September	1	600	1	604.76
October			1	604.76
November	3	1800	2	1209.52
December				
January				
February				
March	2	1209.52	2	1209.52
April	3	1814.28		
May	2	1209.52		
June	2	1209.52		
Total	17	\$10,242.84	11	\$6,652.36

Net Sales by Item
Golf Shop for Mar 1/15 thru Mar 31/15
All Days

No.	Sales	Item A	vg. Price #	of Sales	\$\$\$ Value	
3	01X040	SR 18 hole 7-Day	15.22	518	7881.89	
4	01X039	SR 18 - Walk 7-Day	20.92	331	6923.5	
5	01X005	Afternoon 7-Day	21.85	281	6140.54	
6	01X001	18 hole 7-Day	28.57	200	5714	
7	01X042	SR PM/9 7-Day	12.14	314	3812.39	
8	01X048	SR PM/9 Walk 7-Day	15.22	232	3530.85	
9	01X014	Great-28 7-Day	15.24	199	3032.76	
10	01X049	Great-28 SR Walk 7-Day	12.38	120	1485.6	
12	01X044	Great-28 SR 7-Day	8.57	126	1079.82	
15	01X018	Great-28 JR 7-Day	8.57	31	265.67	
18	01X011	9-hole 7-Day	20	7	140	
19	01X004	9 Hole JR 7-Day	9.38	14	131.26	
22	01X003	18 hole JR 7-Day	13.33	5	66.65	
27	01X072	RAIN-CHECK ROUND	0	54	0	
29	01X074	FORE KIDS COMP ROUND	0	2	0	
				Total:	2434	40204.93
27	Less	RAIN-CHECK ROUND		54		
				Sub Total	54	
21	01X063	5-PUNCH PASS GREENS FEE		4		
20	01X065	20-PUNCH PASS GREENS FEE		5		
17	01X064	10-PUNCH PASS GREENS FEE		9		
13	01X066	30-PUNCH PASS GREENS FEE		35		
				Sub Total	53	
16	03X001	5-ROUND PP PURCHASE			238.1	
14	03X002	10-ROUND PP PURCHASE			642.87	
11	03X004	30-ROUND PP PURCHASE			1209.52	
				Sub Total	2090.49	
				Rounds & Revenue	2433	42295.42
					GRT	2114.77
					Total	44410.19

MSL ADVISORY BOARD MEETING 04/16/15
SUPERINTENDENT'S REPORT: MARCH/APRIL:

- **Golf Course**

- Verticut and mowed greens
- Completed aeration and verticut on tees, fairways, and collars
- Applied .6lbs of N/1000 ft sq. on tees and fairways
- Sprayed greens with .25lbs of N/1000 ft sq. and a soil surfactant
- Sprayed tees and fairways with .2lb of N/1000 ft sq. and a soil surfactant
- Started mowing the entire property (greens, tees, fairways, rough)
- Obtained a variance from Richard Fagerlund to spray broadleaf weeds
- Prepared all equipment for greens aeration
- Repaired (ongoing) several irrigation issues from the winter
- *Aeration and clean up to have ready for golf has taken 3 guys 28 hours per week for 3 weeks.
- Prepared G28 for introduction of FootGolf
- Placed new yardage markers on driving range (donated by Dr. Jon Rudnick)
- Awaiting seasonal's to begin, recommended effective date next Monday 04/20/16

- **Sports Complex Assistance:**

- Assisting the Parks crew with irrigation recommendation & repair at the sports complex
- Providing input for soccer valley improvements

Advisory Committee Meeting

Thursday, April 16, 2015

Marketing Update

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Current Marketing Events:

- Get Golf Ready 2015
- FootGolf Has Arrived
- 2015 Golf Demo Days
- 2015 Little Linksters Youth Summer Golf Camp
- 17th Annual "Fore" Kids Golf Tournament
- 2015 City Golf Championship
- 3rd Annual Celebrate Santa Fe Tourism Expo on April 30th
- 22nd Annual Comm"UNITY" Day Expo on May 9th

Past Marketing Events:

- Free FootGolf Demo Days

In House Priorities

- Update and request additional changes on the CVB website for the golf course/Parks & Recreation listing
- Create banner ad on the CVB Tourism Website for potential city visitors

Advertising Placement

Print/Magazine Ads

- ABQ The Magazine-May Issue
- Guest Life New Mexico-2015-2016
- Inside Santa Fe Travel Planner-2015-2016
- New Mexico Vacation Directory-2015-2016
- Rail Runner Magazine-Spring/Summer Edition
- Santa Fean NOW-April 23rd through June 18th

Local Newspaper Ads

- Santa Fe New Mexican Kids Summer Guide-Published April 11th

Commercial/Radio Ads

- Hutton Broadcasting-ESPN Santa Fe and 101.5 FM The Voice
- KSWV Que Suave Radio

Advisory Committee Meeting

Thursday, April 16, 2015

Marketing Update

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Online/Digital Ads

- CVB Tourism Website
- Golfweek.com
- Santa Fe Hometown News

Event/Expos Updates

- 3rd Annual Celebrate Santa Fe Tourism Expo on April 30th
- 22nd Annual Comm“UNITY” Day Expo on May 9th
- Santa Fe Bandstand-July through August

Public Relations

Press Releases/Event Flyers/Social Media Postings/E-Blast Content

- Get Golf Ready 2015
- FootGolf Has Arrived
- Spring Aerification
- 2015 Little Linksters Youth Summer Golf Camp
- 2015 Golf Demo Days
- Monday Golf Madness Special

Radio/Television Interviews

- Hutton Broadcasting-ESPN Santa Fe and 101.5 FM The Voice
- KSWV Que Suave Radio

Website Statistics for LinksdeSantaFe.com

March 2015 Performance Metrics

Visits

- 2,089 Total Visits
- 26% New Visits
- 2.93 Pages per Session
- 2:08 Average Time on Site
- 6,113 Total Page views

March 2014 Performance Metrics

Visits

- 1,439 Total Visits
- 30.8% New Visits
- 3.89 Pages per Session
- 2:49 Average Time on Site
- 5,597 Total Page views

Overall

+650

+516

2015 Marty Sanchez Links de Santa Fe Tournament Schedule

Date	Event	Start Time
03/21/2015	MGA "Ice Breaker"	10am Shotgun
04/08/2015	Senior Olympics	9am Shotgun
04/18/2015	MGA 2-Man Best Ball	9am Shotgun
05/09/2015	MGA 1st Round Match Play	TBA
05/16/2015	MGA Individual Stroke Play	TTMZ Start at 8am
05/23/2015	Santo Nino Catholic School Scramble	8am Shotgun
05/30/2015	LLGA "Meet & Greet"	TBA
06/02/2015	Northern New Mexico Senior Men's Golf Association	1pm Shotgun
06/05/2015	Isaac Jaramillo Memorial Golf Tournament	9am Shotgun
06/06/2015	MGA 2nd Round Match Play	TBA
06/10/2015	LLGA "Twilight 28"	Evening on G-28
06/13/2015	Golf Channel Amateur Tour	TBA
06/20/2015	MGA 2-Man Alternate Shot	TBA
06/27/2015	World Youth Day Golf Tournament	9am Shotgun
06/29/2015	Cocoa Maxwell	8:30am Shotgun
06/30/2015	Sun Country Junior Tour	9am Shotgun
07/11/2015	Roadrunner Golf	9am Shotgun
07/18/2015	City Championship Day 1	9am Shotgun
7/20 & 7/21/2015	Boys and Girls Tournament (Dates Tentative)	9am Shotgun
07/25/2015	MGA Nassau	TBA
07/30/2015	LLGA Member Guest	TBA
08/06/2015	New Mexico Senior Women's Golf Association	9am Shotgun
08/11/2015	North Eastern Senior Men's Golf Association	9am Shotgun
08/15/2015	LLGA Tombstone	TBA
08/18/2015	Senior Golfers of New Mexico Golf Association	9am Shotgun
8/22&8/23/2015	MGA Club Championship	8am TTMZ
08/21/2015	Adventist Academy of SF Golf Tournament (Tentative)	TBA
08/28/2015	FORE KIDS	9am Shotgun
09/05/2015	MGA Individual Stroke Play	9am Shotgun
09/12/2015	Santa Fe Community College (Tentative)	9am Shotgun
9/19&9/20/2015	LLGA Club Championship	TBA
09/26/2015	MGA 2-Man Trifecta	TBA
10/10/2015	Beat the Pro	10am Shotgun
10/24/2015	MGA Stableford	10am Shotgun
11/21/2015	MGA Four Club	10am Shotgun

CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 1999-88

INTRODUCED BY:



A RESOLUTION

CREATING A MARTY SANCHEZ LINKS DE SANTA FE ADVISORY COMMITTEE.

WHEREAS, The Governing Body recognizes that the provision of adequate recreational opportunities for the community is a basic function of the City of Santa Fe; and

WHEREAS, the Governing Body recognizes the need to include a broad spectrum of persons from within the Santa Fe community including City Councilors, City staff, and members of the general public in the process of determining whether the Marty Sanchez Links de Santa Fe, (the "Course") is being adequately planned, developed, maintained, used and operated; and

WHEREAS, the Governing Body wishes to ensure that the health, safety and welfare concerns regarding the planning, development, maintenance, use and operation of the Course are addressed in a structured manner with direct communication between the Marty Sanchez Links de Santa Fe Advisory Committee and the staff charged with implementing the planning, development, maintenance, use and operation of the Course; and

WHEREAS, the City Council has adopted procedures for the formation of committees, task forces and ad hoc committees in Resolution 1984-56 containing 13 Articles which shall

1 hereafter be referenced parenthetically; and

2 WHEREAS, Resolution 1984-56 (Articles 1 and 2) requires that all committees, task
3 forces and ad hoc committees be created by resolution; and

4 WHEREAS, the governing body now wishes to form a Marty Sanchez Links de Santa Fe
5 Advisory Committee to make recommendations on planning, development, maintenance, use and
6 operation of the Course.

7 NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE
8 CITY OF SANTA FE THAT:

9 Section 1. The Marty Sanchez Links de Santa Fe Advisory Committee is hereby
10 formed in accordance with Resolution 1984-56.

11 Section 2. NAME: (Article 3, Section 1) The committee shall be called the Marty
12 Sanchez Links de Santa Fe Advisory Committee.

13 Section 3. PURPOSE: (Article 3, Section 2) The Marty Sanchez Links de Santa Fe
14 Advisory Committee shall be charged with: reviewing the quality of recreational opportunities
15 provided at the Course; holding public meetings and public hearings regarding Course issues
16 until such time as the task force's work is complete; develop a documentary record of policy
17 issues regarding the Course; address the Course's general operations; coordinate access and
18 expansion issues; develop short and long term goals; coordinate activities with other entities
19 having similar recreational activities; gather information on similar projects in the state; assess
20 irrigation priorities; and review emergency repairs and such other matters as may be needed.

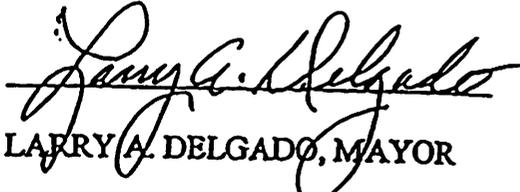
21 Section 4. DUTIES AND RESPONSIBILITIES (Article 3, Section 3) The Marty
22 Sanchez Links de Santa Fe Advisory Committee shall be responsible for making
23 recommendations consistent with the purposes provided above and shall not be responsible for
24 making recommendations on personnel matters and day to day operations at the Course.

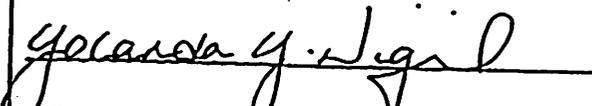
25 Section 5. MEMBERSHIP: (Article 7) The Marty Sanchez Links de Santa Fe

1 Advisory Committee shall consist of thirteen members who may be residents of the City or
2 County of Santa Fe. All task force members shall be appointed by the Mayor with the advise and
3 consent of the City Council. The term of the members shall be for two years or until such time
4 as a successor is appointed.

5 Section 6. OFFICERS: (Article 8) The Mayor shall appoint the chair and the vice
6 chair shall be designated by the chair in accordance with Article 8.

7 PASSED, APPROVED, and ADOPTED this 21st day of September, 1999.

8
9 
10 LARRY A. DELGADO, MAYOR

11 ATTEST:
12
13 
14 YOLANDA Y. VIGIL, CITY CLERK

15
16 APPROVED AS TO FORM:
17
18 
19 MARK A. BASHAM, CITY ATTORNEY

CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 1999-88

INTRODUCED BY:

LARRY A. DELGADO

DRAFT

**AMENDING RESOLUTION NO. 1999-88,
CREATING A MARTY SANCHEZ LINKS DE SANTA FE ADVISORY
COMMITTEE.**

WHEREAS, the Governing Body recognizes that the provision of adequate recreational opportunities for the community is a basic function of the City of Santa Fe; and

WHEREAS, the Governing Body recognizes the need to include a broad spectrum of persons from within the Santa Fe community, including City Councilors, City Staff, and members of the general public in determining whether Marty Sanchez Links de Santa Fe, (the "Course") is being adequately planned, developed, maintained, used, and operated; and

WHEREAS, the Governing Body wishes to ensure that the health, safety and welfare concerns regarding the planning, development, maintenance, use and operation of the Course are addressed in a structured manner with direct communication between the Marty Sanchez Links de Santa Fe Advisory Committee and the staff charged with implementing the planning, development, maintenance, use and operation of the Course; and

WHEREAS, the City Council has adopted procedures for the formation of committees, task forces and ad hoc committees in Resolution 1084-56 containing 13 Articles which shall hereafter be referenced parenthetically; and

WHEREAS, Resolution 1984-56 (Articles 1 and 2) requires that all committees, task forces, and ad hoc committees be created by resolution; and

WHEREAS, the Governing Body now wishes to form a Marty Sanchez Links de Santa Fe Advisory Committee to make recommendations on planning, development, maintenance, use and operation of the Course.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF SANTA FE THAT:

Section 1. The Marty Sanchez Links de Santa Fe Advisory Committee is hereby formed in accordance with Resolution 1984-56.

Section 2. PURPOSE: (Article 3 Section2) The Marty Sanchez Links de Santa Fe Advisory Committee shall review and make recommendations to the governing body and city staff relating to the Marty Sanchez Links de Santa Fe golf course.

Section 3. DUTIES AND RESPONSIBILITIES: (Article 3 Section 3)

- A. Review quality of the recreational activities provided by the Course.
- B. Provide ongoing advice regarding matters pertaining to the Course.
- C. Consult with other City Departments and/or Committees as needed.
- D. Hold public meetings as necessary.
- E. Develop a documentary record regarding the Advisory Committee's public meetings and activities.
- F. Review and recommend on expansion issues, develop short and long term goals, and review activities with other entities having similar recreational activities.
- G. Gather information on on other golf courses in order to advise and recommend regarding activities such as rates and other pertinent matters.
- H. Review emergency repairs and other such matters as may be needed.
- I. Review contracts, budgets, and financial reports.

Section 4. MEMBERSHIP AND OFFICERS: The Marty Sanchez Links de Santa Fe Advisory Committee shall consist of nine members who may be residents of the City or County of Santa Fe. All members shall be appointed by the Mayor with the advise and consent of the City Council. The term of the members shall be for two years or until such time as a successor is appointed.

- A. Members shall represent a broad range of recreational activities and have the ability to exercise sound and practical judgments.
- B. The mayor, with the approval of the city council, shall appoint the chairperson and one city councilor. The chairperson shall designate the vice-chairperson. The chairperson shall serve as chairperson for a period of one year. Following one year of service, the chairperson shall be

electd or re-electd by members of the advisory committee.

C. The chairperson shall appoint sub-committees and their chairpersons.

Section 5. TERMS OF INITIAL APPOINTMENTS:

A. Four of the members shall be appointed for 2-year terms and five shall be appointed for 3-year terms. Subsequent terms shall be for 2-year terms to maintain staggering of terms. There shall be no limitation to the number of consecutive terms a member may serve.

B. Vacancies shall be filled in the same manner as initial appointments and shall be for the remainder of the unexpired term. Any member of the committee may be removed by the mayor with the approval of the city council, with or without cause.

Section 6. MEETINGS:

A. The advisory committee shall meet on the third Thursday of each month.

B. A quorum will consist of 50% plus one of the members.

C. Three unexcused absences within a year will result in automatic dismissal.

Section 7. STAFF:

A. The Municipal Recreation Complex's Administrative Manager shall serve as the primary liaison to the advisory committee. Depending upon the issue, other city staff may also be required to assist the advisory committee.

**PASSED, APPROVED and ADOPTED this ____ day of _____,
2014.**